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Second Meeting of the Conference of African Ministers of Tourism.

Addis Ababa, Ethiopia, 24 and 25 November 1989

LC/NAIROBI.

REPORT OF THE SECOND MEETING OF THE CONFERENCE OF AFRICAN MINISTERS OF TOURISM

(Addis Ababa, Ethiopia, 24 and 25 November 1989)

A. ORGANIZATION

1. The Conference of African Ministers of Tourism held its second meeting in Addis Ababa, Ethiopia, on 24 and 25 November 1989 at the headquarters of the United Nations Economic Commission for Africa (ECA).

B. ATTENDANCE

2. The meeting was attended by representatives of the following thirty-four States members of ECA : Algeria, Benin, Botswana, Burundi, Burkina Faso, Botswana, Cameroon, The Central African Republic, Chad, The Congo, Côte d'Ivoire, Djibouti, Egypt, Ethiopia, Equatorial Guinea, Gabon, Ghana, Guinea, Kenya, Liberia, The Libyan Arab Jamahiriya, Malawi, Morocco, Mozambique, The Niger, Nigeria, Rwanda, Senegal, Sierra leone, Somalia, The Sudan, Togo, Tunisia, The United Republic of Tanzania, Uganda, Zambia, Zaire and Zimbabwe.

3. Representatives of the following United Nations specialized agencies, intergovernmental organizations and international associations of tourism professionals also participated in the meeting as observers: Pan-African News Agency (PANA), United Nations Development Programme (UNDP), Economic Community of West Africa (CEAO), United Nations Center on Transnational Corporations (UNCTC), International Labour Organization (ILO), Canadian International Development Agency (CIDA), CCI-Tourisme et Maison de l'Afrique, Paris, International Hotels Association (IHA), IHA-Regional Organization for Africa (ORAIHA), Ethiopian Airlines.

4. A representative of the Canadian Embassy was also present at the meeting as observer.

C. OPENING OF THE MEETING

5. The second meeting of the Conference of African Ministers of Tourism was officially opened by His Excellency Comrade Wolle Chekol, Deputy Prime Minister for Economic Affairs of the People's Democratic Republic of Ethiopia.

6. After welcoming all the delegates to the conference, His Excellency the Deputy Prime Minister expressed his pleasure in addressing the opening of such an important conference. He said that world tourism had in the last few years grown to a magnitude that had elevated it to a level of unprecedented importance and as such had to be given serious consideration. It was a well-known fact that for many countries tourism earned net invisible balances which were a great help to the economy.

7. He further said that tourism ranked among the first three industries that generated abundant foreign exchange. The amount of foreign exchange generated through tourism was estimated to be close to 200 billion dollars annually. The number of international tourists who crossed borders for their leisure had reached a figure of about 400 million annually. The developed nations of Europe and North America were the leading beneficiaries of international tourism, taking over 80% of the benefits generated therefrom. In comparison, he said the developing nations as a whole, accounted for the other 20 per cent while the share of the African continent amounted to a mere 2.5 per cent.

8. Tourism had become a world phenomena that was going to develop subsequent to general economic and social development. With the advent and development of modern technology, distances that used to take months to cover were now covered in a matter of hours. If that trend continued, as it would, the number of tourists both domestic and international would certainly grow.

9. Africa should not be left to remain on the periphery of the boom in tourism. By all standards, Africa was potentially a continent with diversified tourist attractions. History, culture, climate, fauna and flora, clean seas and sand beaches which are the prime interests of international tourists could be developed and promoted to further tap the benefits that could be generated from the sector. Despite the vast resources that the continent is endowed with, our share of world tourism was very low. Even the marginal tourism benefits in Africa was presently unevenly distributed and mainly concentrated in the northern part of the continent, which among them earned over 2 billion dollars per year, with tourist arrivals averaging about 6.4 million annually. The rest of the continent shared negligible proportions as compared with global tourism figures. It was, therefore, quite evident that Africa should endeavour to capture more shares in world tourism. In order to attain this objective, there was no other alternative except to make a concerted effort to establish the necessary infrastructure and to create a conducive environment that would induce sustained growth of the tourism industry in the continent. He stressed the fact that it should be undoubtedly clear to all that tourism was an important economic sector which generated much needed foreign exchange for development.

10. He reminded the meeting that African tourism administrations, in the main, had been outward-looking in their tourism market strategies. They seemed to be preoccupied with attracting foreign tourists from outside the continent. This of course was worthwhile and necessary because, tourism was a prerogative of the rich. However, a start could be made by encouraging the indigenous people to travel within their countries and also across borders into neighbouring countries. In this regard, Ethiopia had done quite a considerable work to encourage domestic tourism by providing cheap transport facilities for those who wanted to tour the country. There was also a marketing programme to induce the Ethiopian people to travel within their country to know their country and people better under a programme generally known as "know your country". The result, so far, had been encouraging, he said. This type of modest attempt could perhaps help to lay the necessary foundation for intra-African tourism. Up to now, it had mainly been customary to cross the Mediterranean and the Atlantic to look for multinational companies to manage African tourist establishments. Nevertheless, a start should be made to develop and strengthen capabilities in the management of tourist facilities.

11. His Excellency, the Deputy Prime Minister further reminded the Conference of the Kinshasa Declaration made in 1987 by the African Ministers on Tourism, on the basis of the Lagos Plan of Action. Accordingly, he appealed to African governments to :

Individually and collectively strengthen intra-African and international co-operation in order to ensure the effective development and promotion of the tourism resources of the continent, at national, subregional, regional and international levels;

Include tourism in the priority sectors of national development plans and provide all the necessary facilities for its increased productivity;

Pay special attention to the development of intra-African tourism, a component of the general policy of African integration and co-operation;

Take appropriate measures to encourage competent African promoters and managers, and promote small-and medium-scale tourism enterprises;

Make sustained efforts to develop methods of professional training in tourism related areas, with priority being given to the effective use of existing training resources within the context of intra-African co-operation, and take concrete measures to develop human resources in that area;

Existing institutions for subregional and regional economic integration should ensure that tourism projects are included in their priority projects and that comprehensive investment incentives are provided to promoters of tourism in Africa.

12. The Deputy Prime Minister concluded his statement by suggesting that the Kinshasa Declaration on tourism should be evaluated to assess the status of its implementation. He was confident, that those issues would be looked into by the meeting and come out with concrete recommendations and action plans that would have far reaching effects on the future development of tourism for the mutual benefit of the countries in the continent.

13. In his statement, Professor Adebayo Adedeji, United Nations Under Secretary-General and Executive Secretary of ECA congratulated Mr. Wolle Chekol, Deputy Prime Minister of Ethiopia on his election as Chairman. He recalled, that in his capacity as Minister of Trade, Mr. Chekol had contributed significantly to the success of the work of the PTA, and as Minister of Finance had also played a major role in the definition of AAF-SAP.

14. Commenting on tourism development in Africa since the Regional Conference on Tourism and Economic Development, jointly organized by ECA and the World Tourism Organization in Banjul, the Gambia in 1978, he maintained that the decade just ended had witnessed significant positive developments in tourism in Africa, against tremendous economic and political odds confronting the African continent.

15. Between 1978 and 1988, the number of international tourist arrivals in Africa surged from almost 5 million to 12 million, representing an increase of 144.30 per cent, with a corresponding 135 per cent increase in revenue, from US$1,501.1 million to US$3,619 million. To achieve this, the continent had to make significant investments. Between 1983 and 1988 alone, the number of hotel rooms increased from 264,000 to 300,000, with about 590,000 beds for international tourists in 1987.

16. In the area of training, African States had around forty tourism training centres to cater for about five thousand (5,000) students. Those centres offered training courses and helped in the formulation of government tourism programmes and policies. Also, the tourism sector provided about 450,000 direct jobs. This figure could triple if the number of people who depended on tourism for their livelihood was added, showing the high employment - generating capacity of the sector.

17. He indicated further that although the results achieved in this area appeared encouraging, yet the question was to be asked: in which way had tourism really contributed to integrated socio-economic development in Africa? The question could be answered by analyzing the various aspects of the tourist product and tourism activity in general. The African tourist product had been an overpowering attraction for non-African customers. However, it should be acknowledged that this, in itself, had rendered the product dependent on the outside world. Indeed, African tourism was meant for foreign consumption, hence its extrovert nature. Very significant, in that regard, was the fact that market studies were too often geared towards analysis of foreign markets. In the opinion of ECA, the development of tourism in Africa should not be perceived only as a way of acquiring foreign exchange, but also as a means of improving the well-being of African peoples. It was, therefore, necessary to consider the real cost of foreign exchange earned and endeavour to reduce the cost by promoting, for instance, some form of tourism that required greater use of local resources.

18. He reminded the African Ministers of Tourism that in Kinshasa, in 1987, the Conference had decided to give priority to the development of intra-African tourism. Of course, that decision did not imply that inter-regional tourism should be neglected. What it meant was that tourism in Africa should be oriented towards the implementation of policies defined by the African Heads of State and Government. The real content of intra-African tourism was yet to be defined. Nonetheless, there was no denying the fact that intra-African co-operation was fraught with difficulties which needed to be overcome. Inter-state circuits, subregional associations and joint programmes still remained pious wishes due to lack of concrete actions on the part of member States.

19. The lack of dynamism was mainly attributable to foot-dragging and lack of relevant indigenous skills. Even though the need to strengthen intra-African co-operation had been universally acknowledged, most African countries still expected the initiative to come from outside, forgetting that any co-opertion, to be really effective, must first and foremost be initiated by the people concerned themselves. Outside help could only be supplementary. There was need, therefore, for member States to strengthen their co-operation, first on their own initiative and, secondly, establish permanent intra-African dialogue and exchange of information at all levels through their IGOs. Continuous flow of information was one of the conditions for effective co-operation.

20. Professor Adedeji noted that the African tourism product relied heavily on cultural heritage and wildlife. Those two elements were normally very sensitive to outside influences. Without proper safeguards, tourism could easily give rise to negative effects on the human environment and fail to become an effective instrument for promoting the cultural and social values of African societies. As such, measures should be taken to integrate local, cultural handicraft and culinary traditions into the development of modern tourism, while mobilizing local natural resources to develop the industry and, at the same time, safeguard the interests of African communities.

21. Commenting on the topics that had been submitted for consideration by the Conference of Ministers, he recalled that the joint promotion of tourism and the establishment of inter-State circuits were examined in the light of the deliberations in Kinshasa and recent developments. Proposals had been made with a view to strengthening consultation among African countries so as to establish efficient mechanisms for joint promotion of the tourist product and circuits.

22. One of the most important issues that needed to be seriously considered was the type of tourism that African countries should develop to enable the sector to contribute more fully to the recovery process in African economies. The experts had also proposed a number of actions on the subject for consideration by the Ministers.

23. The meeting should also discuss ways and means of improving contractual relations between African hotel owners and transnational hotel management corporations. If such relations were based on co-operation, they would enable the partners concerned to develop frank and honest relationships to preserve their mutual interests.

24. In conclusion, he thanked the Ethiopian Tourism Commission for the facilities that it had generously provided for the delegates and for its indispensable contribution to the success of the meeting.

25. In his statement to the meeting, the current Chairman of the Conference of African Ministers of Tourism, represented by His Excellency the Ambassador of Zaire in Ethiopia, recalled that his country had the privilege of becoming the godfather, in Kinshasa, to the newly formed Conference of African Ministers of Tourism, and became its Chairman for the period 1987 to 1989.

26. Having reached the end of his mandate, he gave account of the progress of the programmes defined in Kinshasa in November 1987.

27. Following the Regional Conference on Intra-African Co-operation in Tourism organized in Niamey, the Kinshasa Conference decided to lay special emphasis on the development of intra-African tourism, for the purpose, not only of compensating for the outward-looking nature of African tourism and its dependence on the outside world, but more importantly enabling African peoples to enjoy the benefits from tourism, and to promote the establishment of an authentic and developing tourist product as a socio-cultural heritage of Africa.

28. Laudable efforts had been made to encourage the small-and-medium scale tourism enterprises and to develop African tourist promoters. Moreover, the secretariat had implemented a programme of technical assistance to African promoters as well as to subregional development and integration organizations. One facet of this programme consisted in the organization of seminars and workshops.

29. At the request of member States, missions had been conducted to subregional organizations in Africa. This had made it possible to strengthen co-operation between African intergovernmental organizations, and in some countries, to reactivate tourism programmes. It was consequently envisaged to maintain those relations under the umbrella of an interagency co-ordinating committee, so as to prevent duplication of efforts, which would lead to wastage of resources.

30. Another action on which attention had been focused was contractual relations between transnational hotel management corporations and African hotel owners. The explanation for the prevailing situation lay in the existence of facilities, whose management up to now required foreign expertise. Actions currently under way were aimed at the establishment of balanced co-operation between the parties involved in hotel management contracts. ECA, in close collaboration with the United Nations Center on Transnational Corporations, was making every effort to develop African skills, who would be able to directly manage African hotels, having benefitted from foreign expertise.

31. He indicated further that the Kinshasa meeting had had a positive impact on the tourism sector of his country, as he was convinced was the case for other countries also.

32. In fact, in pursuance of all the pertinent resolutions adopted in Kinshasa, the Executive Council of Zaire had undertaken a number of actions, of which the following deserved to be mentioned:

- Organization of Zairian cultural and tourism weeks in some sister countries, for the purpose of acquainting those countries with the tourist products of Zaire and establishing a fruitful exchange of experience in tourism promotion;

- Reactivation within the CEPGL of the sub-committee responsible for tourism;

- The recent establishment of a subregional hotel school in the Cité du Parti, in Kinshasa;

- New projects relating to the establishment of hotel and reception infrastructures, in anticipation of the fourth Francophonie Summit which his country will have the honour to host in 1991;

- Sensitize the Executive Council in favour of Zairian promoters to establish new small- and medium-sized tourism enterprises.

33. Before concluding his statement, the current Chairman invited the august assembly to debate the type of tourism that is to be developed in Africa, and the contributions expected of it. Tourism was part of the resources that the African continent should mobilize in order to attain its social and cultural objectives and the economic and political objectives which Africans had set themselves. However, in order to stop considering tourism in Africa as a marginal activity, all its components should be adequately identified and its future role determined as accurately as possible.

34. The secretariat, in collaboration with all the experts in Africa and, in particular, with the assistance of member States, should endeavour to pursue such action further.

35. The Chairman also informed the meeting of the celebration of 1991 as the African Tourism Year and the proposed organization of African Tourism Fairs, which could be integrated in trade fairs or organized separately. These would be first class promotional activities which would enable African tourism to take its rightful place in the activities for the development of the continent.

36. To conclude he expressed his gratitude to ECA and the host country.

37. The Chairman of the opening session, His Excellency Mr. Itoe Benjamin, Cameroonian Minister for Tourism thanked the Deputy Prime Minister for having graced the inaugural session of the meeting with his presence and said that this testified to the importance that the government of Ethiopia attached to tourism development in Africa and to the activities of ECA. He then congratulated the host country for its hospitality. He also thanked Zaire for its chairmanship of the Conference during the past two years and congratulated the government of Zaire for the successful activities undertaken in the development of tourism.

38. He then paid a well-deserved tribute to ECA, through its Executive Secretary, for the untiring work carried out to ensure that African tourism contributed effectively to the socio-economic, cultural and political development of the continent, and for the efforts deployed for the success of the meeting.

D. ACCOUNT OF PROCEEDINGS

1. Election of the Bureau (Agenda item 2)

39. The second meeting of the Conference of African Ministers of Tourism elected the following Bureau with acclamation:

- Chairman — Ethiopia
- Vice Chairman — Liberia
- Rapporteur — The Central African Republic

2. Adoption of the agenda and organization of work (agenda item 3)

46. The following agenda was adopted after discussion of the draft submitted by the secretariat :

1. Opening of the meeting
2. Election of the Bureau
3. Adoption of the agenda and organization of work
4. Consideration of the report of experts
5. Consideration of draft resolutions
6. Any other business
7. Date and venue of the next meeting
8. Adoption of the report
9. Closure of the meeting

Programme of work

41. The Conference also adopted the following programme of work:

Morning	09.00 - 13.00
Afternoon	15.00 - 18.00

Statements by observers (agenda item 4)

42. The representative of the United Nations Centre on Transnational Corporations delivered a statement on contractual relations between African hotel owners and transnational hotel management corporations.

43. After highlighting the objectives of UNCTC, he stressed the fact that tourism had become an important branch in economic life, and mentioned some of the benefits that could be derived from it such as foreign exchange earnings, employment, cultural exchange etc. In view of this, he said, Africa should develop its tourism by adopting appropriate tourism policies.

44. He reaffirmed the committement of the Centre to assist the developing nations, including Africa, in their efforts to develop tourism. The Centre, had just conducted a study on tourism development in Africa. That study was being produced and would be sent to African countries, subregional and regional organizations as soon as possible.

45. He called upon the African countries to collaborate in promoting tourism in Africa and proposed that proper investment policies and guidelines should be set up for tourism development in Africa. He stressed the need to design appropriate policies relating to contractual arrangements for the development and management of hotel enterprises. Such arrangements should be reviewed from time to time.

46. UNCTC was willing to provide technical assistance in the area of contractual arrangements and the use of local materials and resources. Contractual arrangements should be limited to aspects such as training of experts and management; they should not cover too long periods of time in order not to jeopardize the interests of African countries.

47. The representative of UNCTC also dwelled on the development of local capabilities and institutional building. Regarding the development of local capabilities, he said efforts should be made to fully and efficiently use domestic resources both materials and human. As regards institutional building, he suggested that efforts should be made to establish institutions, where they did not exist, and strengthen existing ones. All this was proposed as an alternative to dependence of African countries on foreign centres in the field of tourism.

48. Finally, he said his Centre was ready to work with African Governments and ECA in the field of tourism development.

49. The Vice president of the International Hotel Association, Regional Organization for Africa made a statement at the meeting on behalf of IHA on ORAIHA.

50. He declared that tourism at present constituted one of the most important industries in the world. The latest WTO figures/statistics showed that there were more than 358 million international tourist arrival in 1987. Africa's share was only 2.82 per cent of the world total. Those figures indicated that there was still much to be done.

51. The IHA representative then posed the question as to how a balanced development of the hotel and tourist industry could be achieved today on the continent and what the major concerns for proper management of those industries were.

52. During meetings of IHA and ORAIHA held in Africa, the major concerns had been in the areas of professional training, employment, financial and investment operations, marketing at national and even regional level, infrastructure (roads, communications, airline systems) and technology adapted to the specific needs of Africa.

53. He further indicated that, and I quote: "the IHA and ORAIHA are here today to listen to you, but we also believe that we are well placed to bring a modest contribution. We are convinced that through a fruitful exchange of ideas, we can better co-ordinate our activities in Africa, our aim always being to respond effectively to the needs of our membership, and to contribute to a tourism development appropriate to each country."

54. He gave a brief historical background and activities of IHA and ORAIHA to show how they would endeavour through their activities to respond to the demands of the hotel industry today.

55. The ambition of IHA was to bring together all professionals of the industry, be they from the public or private sector, from chains or independent hotels or from developed or developing countries so as to develop contacts in all those areas.

56. At its head office in Paris, the Association had developed services to respond to the concerns of the hotel and restaurant industry at a time when the development of the industry depended to a large extent on factors that lay outside national boundaries: whether in terms of legislation, relations with suppliers, technological changes, marketing, human resources and professional training. In all those areas, the IHA was at the service of its members.

57. The IHA also defended and promoted the interests of the hotel industry with governmental and non-governmental organizations. Through its services, meetings, publications, working groups and other activities, it reinforced the ties between hoteliers and their representatives throughout the world.

58. Technical and economic studies were also carried out on specific topics and the results enabled them to give their members practical advice on ways of reducing the cost of their every day operations and provide them with inputs for lobbying governments.

59. The issue of human resources was among the key concerns of the hotel industry, and this was underlined in the report "Hotels of the future". Professional training in Africa had been examined during the first and second All Africa Hotel and Restaurant Conventions.

60. Several African Hotel Schools, such as the Kenya Utalii College and the Lycée Professionnel Hotelier d'Abidjan, are active members of IHA and participate in the annual Forums on Professional Training.

61. Besides, the IHA award scholarships to young professionals in developing countries. Ten scholarships had been awarded in 1989.

62. One of the most important roles for the IHA was the representation of the industry with organizations such as the Economic and Social Council, the Conference on Trade and Development, the Commission on Transnational Corporations, as well as UNICEF, and the United Nations Conference on the Least Developed Countries. It also worked closely with the World Tourism Organization and the International Labour Office.

63. Conscious that each region of the world had specific concerns and problems, and in order to be able to better cater to those needs, the members of IHA had decided to create regional offices. It was in this context that the Regional Office for South East Asia was established in 1984, and an African Office in December 1985. Other regional offices were under discussion.

64. Speaking about ORAIHA, founded in Abidjan in 1989, the President of IHA indicated that its objectives are mainly:

- To develop permanent and effective co-operation with the hotel industry of the region and to seek solutions to common problems.

- To foster, in association with other relevant organizations, the development of tourism between the countries of the region.

- To promote African tourism, on the whole, throughout the world.

65. To enable members in each country to have access, as quickly as possible, to information on the industry, ORAIHA advises on and assists in the creation of Associations of Hotel and Tourism Professionals. Such associations could bring together the professionals within each country and help transmit information and co-ordinate activities.

66. ORAIHA had decided to publish 20,000 copies of a bilingual directory which would cover hotels, restaurants, bars, discotheques, national tourist offices and travel agencies, not forgetting banks and insurance Brokers of the 25 member countries of ORAIHA. The directory would be distributed at Fairs and exhibitions throughout the world. It would be useful not only for travellers, but would also serve as a marketing tool for professionals of the hotel and tourism industry.

67. In conclusion, the President stated that at a time when African products were selling with difficulty on the world market, at a time when there was talk of over-production of everything that came from the African continent, there was need for Africans to organize themselves to exploit their tourism product together and ensure its marketing and pricing themselves. To this end, the support for Africans for his organization was indispensable and it would make it possible to better develop the tourism industry at the economic and social levels within each country.

Consideration of the report of the meeting of governmental tourism experts (agenda item 5)

68. The Chairman of the meeting of the Committee of Experts introduced the report and submitted the draft resolutions proposed by the Experts to the Conference of African Ministers of Tourism for consideration.

69. It was agreed that after an overall review, the report and draft resolutions would be considered item by item.

70. A participant enquired what alternative could be resorted to in place of the intervention by the transnational corporations, so as to reduce the dependence of African countries on the outside world. It was noted that, as a matter of fact, no other alternative existed, except the option to build establishments which did not require recourse to foreign expertise, and also training local management staff. Besides, the possibility of establishing African companies was mentioned. It was observed, however, that the problem was neither the nationality nor the status of the management companies, but rather the nature of contractual relations between the various partners.

71. The debate then turned to consideration of the resolutions one by one and the adoption of the report of the Committee of governmental tourism experts.

Resolution CMT 2/89/1

Promotion of the African tourist product

After discussion, the resolution was adopted with the following amendments:

72. Operative paragraph 1b should read as follows: "To propose to the various countries, appropriate measures for developing intra-African tourism"

73. Operative paragraph 1c becomes: "To conduct a global evaluation study on tourism development in Africa and its contribution to the implementation of the policies for socio-cultural and economic development of the continent."

74. Operative paragraphs 3 should read: "Requests member States to encourage and to promote private investments in the tourism sector."

Resolution CMT 2/89/2
African Tourism Year

75. The delegation of Cameroon remarked that in 1991 the Year of Children would be celebrated and that it was the Heads of State and Government who would proclaim the Year of Tourism. The delegation, therefore, inquired whether WTO could proclaim a Tourism Year without the prior approval of the high level political authorities in Africa. The question that was being asked was whether 1991 could be proclaimed the Year of Children and the Year of Tourism.

76. A lively debate followed this question. At the end of the debate, the following decisions were made:

(a) The secretariat should enquire about the plans for the proclamation of an International Year of Children in 1991;

(b) The debate would continue later when further information had been obtained.

77. Before this debate, one delegation observed with regard to some operative paragraphs of the draft resolutions that the establishment of "of a special fund" fell within the competence of the member States and that the adoption of a work programme by the working group could not be done at the national level. It was also agreed that the last paragraph should read as follows: "Urges the member States ....." instead of "Insists that member States ....".

Resolution CMT 2/89/3
Intra-African Co-operation in Tourism

The following amendments were made:

78. Operative paragraph 1c "To take measures to ensure that tourism is integrated in African trade fairs while waiting for African Tourism Fairs to be established and organized."

79. Operative paragraph 1f "To assist the operational sectors in the countries to form sectoral associations, where these do not exist, in order to improve the promotion of the African tourist product."

Resolution CMT 2/89/4
Human Resources Development

80. The resolution was adopted without any changes.

Resolution CMT 2/89/5
Participation of Women in the Development of Tourism in Africa

It was requested to have the English text aligned with the French text particularly with regard to: (a) title; (b) preambular paragraphs.

81. An operative paragraph 2 was added which reads as follows: "Requests ECA to assist the countries, which wish to do so, to reform the informal sector, which is competing actively with the formal sector and establish training programmes.

Resolution CMT 2/89/6
Contractual Relations between Hotel Owners and Transnational Hotel Management Corporations

82. A long debate occured on the issue of payment of the fees of the hotel management companies and the distribution of costs between hotel owners and management. A consensus was reached to delete the operative paragraph dealing with the issue. Emphasis was put on the need to establish co-operation between ECA and other experts with a view to the implementation of training programmes on contractual relations.

83. An addition was made to the operative paragraphs as follows:

(a) To organize, in collaboration with the United Nations Centre on Transnational Corporations, high-level workshops on contractual relations between African hotel owners and the Transnational Hotel Management Corporations.

Resolution CMT 2/89/7
Guide for the Management of Small-and Medium-sized Hotels

84. The draft resolution was adopted with the following amendment to the preambular paragraph 3e as follows: "Having taken note of the information given by ECA on the organization of a seminar on hotel accounting in Africa in 1990".

Date and venue of next meeting (agenda item 8)

85. The representative of the People's Republic of the Congo announced that his country would like to host the next meeting of the Conference of African Ministers of Tourism. This invitation was accepted with acclamation.

86. The Chairman thanked the Congo for its kind invitation.

87. The delegate of Gabon proposed that the next meeting of the Conference should be based on the theme: "Mille cultures et paysages, une Afrique" (namely A thousand cultures and sceneries, one Africa), which is the theme for the African Tourism Year. This proposal was accepted by the Conference.

Adoption of the report of the meeting (agenda item 9)

a) Adoption of resolutions

88. It was decided to read out the resolutions as amended during the previous session.

Resolution CMT 2/89/1
Promotion of the tourist product

89. The final version of operative paragraph was adopted as follows :

c. " To conduct a global evaluation study on the development of tourism in African and its contribution to the implementation of policies for the socio-cultural and economic development of the continent."

90. Operative paragraph n° 3 was amended and the new version reads as follows :

3. Requests member states to encourage and to promote private investments in the tourism sector.

91. The resolution was adopted with the amendments indicated above.

Resolution CMT2/89/2
African Tourism Year

92. It should be recalled that the draft resolution submitted for discussion had been prepared by Morocco and Gabon, at the request of the Conference, to replace the draft discussed by the Committee of Experts.

93. The secretariat informed the meeting that the proclamation of 1991 as the "Year of Children" was a decision of the United Nations General Assembly and that there should be no inconvenience in proclaiming 1991 as "African Tourism Year"

94. A debate then ensued on the draft resolution.

95. There was exchange of views on the procedure for proclaiming the African Tourism Year. It was admitted that if the Heads of state and Government proclaimed the event, then all misunderstanding concerning its implementation would be removed. To this end, a proposal should be submitted to the Executive Secretary of ECA for onward transmission to the summit of the Heads of state and Government of African countries. This suggestion was unanimously approved.

96. Consideration of operative paragraph "Endorses the recommendations made by the working group of which ECA is a member," provoked intense discussion. The following observations were made.

a)The recommendations had been given to the delegations in Addis Ababa during the meeting of the Committee of Experts. As such it had not been possible for them to consult with their governments on the matter. The recommendations had financial implications and also engaged the responsibility of the States in the implementation of the proposed programme. The delegations could, therefore, not come to a decision until the governments had taken their stand.

b)For the same reasons, the said recommendations had not been discussed by the experts.

97. It was, therefore, requested to reformulate the paragraph as "Takes note" of the recommendations instead of "Endorses" the recommendations.

98. Moreover, the following operative paragraph :

"Reinstitutes the working group and invites it to carry on with the efforts to ensure follow-up and implementation of the programme as drawn-up" caused the participants some concern. As the working group was an establishment of WTO, ECA could in no way determine its continuity or otherwise or change its terms of reference. It was requested that this operative paragraph and the proceding one be merged. Reservations were expressed with respect to the last part of the paragraph. "the programme as drawn-up," which, if retained, would imply that the programme had been adopted. As this was not the case, it was decided to delete the expression "as drawn-up."

99. It was also remarked that the programme as proposed should be improved.

100. After lengthy debate both on the substance and wording the resolution, it was agreed to adopt a new operative paragraph as follows :

Takes note of the recommendations made by the working group of which ECA is a member, and invites it to carry on with its efforts to finalize the programme and ensure its follow-up and implementation.

101. Other amendments were made to the recommendation, namely :

Paragraph 3 of the preamble should read :

"Having taken note of the report of ECA and that of the working group ...".

Operative paragraph 2 should read :

"Invites member States to take all the appropriate measures, before March 1990, to implement the national, subregional and regional programmes."

The amended operative paragraph 3 should read as follows :

"Appeals to the States members of ECA and WTO..."

102. A new operative paragraph was added and reads :

"Requests the Executive Secretary of ECA to take the necessary action towards the proclamation of 1991 as African Tourism Year by the summit of Heads of State and Government, and assist in the implementation of the programmes for celebration of the African Tourism year by the member States".

103. The resolution was adopted with all the amendments.

Resolution CMT2/89/3
Intra-African co-operation in Tourism

104. It was requested to specify the date of the Kinshasa meeting.

105. The first paragraph of the preamble should, therefore, read as follows:

"Recalling its resolution on the promotion of tourism, adopted in Kinshasa in November 1987, in which the Conference requested the establishment of African Tourism Fairs (ATFs) and the organization in 1989 of the first Tourism Fair."

106. The remaining paragraphs of the resolution remained unchanged. The resolution with its annexes was adopted with the above amendments.

107. Resolutions CMT2/89/4 in Human resources development; CMT2/89/3. Participation of women in the development of tourism in Africa; and CMT2/89/6. contractual relations between hotel owners and transnational hotel management corporations were adopted without any amendments.

Resolution CMT2/89/7
Guide for small-and medium-sized hotels

108. Operative paragraph 2 becomes operative paragraph 3. The resolution was adopted with the amendment.

109. The amended resolutions were adopted by the Conference and are appended to this report.

VOTE OF THANKS

110. Following a proposal by one delegation, a vote of thanks was addressed to the Government of the People's Republic of Ethiopia for the arrangments made to facilitate the proceedings of the meeting.

111. The text of this vote of thanks is attached to this report as annex.

CLOSURE OF THE MEETING

112. The Chairman of the meeting expressed satisfaction at the quality of the work done by the meeting and thanked participants for the success achieved.

113. He congratulated the secretariat for the quality of the documents prepared for the meeting and the information provided through-out the meeting.

114. He then promised to meet with the Ministers at the next meeting in Brazzaville and expressed the wish that the decisions taken would be effectively followed up by all. He wished the participants a safe return to their countries and declared the second meeting of the Conference of African Ministers of Tourism closed.

E/ECA/TRANS/87

REPORT OF THE CONFERENCE OF AFRICAN MINISTERS OF TOURISM

Addis Ababa, Ethiopia, 24 and 25 November 1989.

ANNEXES

RESOLUTION N°CMT.2/89/1

Promotion of the African tourist product

The Conference of African Ministers of Tourism, meeting in Addis Ababa, Ethiopia, on 24 and 25 November 1989,

Recalling the resolution on the promotion of tourism, passed in Kinshasa, particularly the operative paragraph on the need to establish mechanisms and programmes for co-operation with a view to the joint promotion of the African tourist product and the systemization of inter-State circuits,

Reaffirming the will of member States to develop intra-African tourism as one of the elements of the policy for the economic integration of the continent,

Noting with satisfaction the establishment of subregional mechanisms for the joint promotion of the tourist product and the establishment of inter-State circuits in some subregions,

Reaffirming the need to improve the systematic exchange of information between member States and the ECA secretariat,

Conscious of the need to proceed to an evaluation of the development and promotion of tourism in Africa in order to define the future orientations of the tourism sector,

1. Requests ECA,

a) To pursue, in collaboration with other organizations, its action relating to the establishment of inter-State circuits and mechanisms for the joint promotion of tourism;

b) To propose to the various countries appropriate meausres aimed at the development of intra-Africa tourism;

c) To conduct a global evaluation study on the development of tourism in Africa and its contribution to the implementation of the policies for the socio-cultural and economic development of the continent;

d) To increase its technical assistance to member States and subregional organizations in the implementation of tourism development programmes.

2. Requests member States and subregional, regional and international organizations to assist ECA in the collection of reliable data for the development of tourism and to intensify their collaboration with ECA to implement tourism development projects in Africa;

3. Requests member States to encourage and promote private investments in the tourism sector.

RESOLUTION N°.CMT/89/2

African Tourism Year

The Conference of African Ministers of Tourism, meeting in Addis Ababa, Ethiopia, on 24 and 25 November 1989,

Recalling the resolution passed in Kinshasa, Zaire in November 1987, on the proclamation of 1989 as African Tourism Year,

Recalling also the decision ATC/DEC-8 (XX) taken by the WTO Committee for Africa at its twenty-first session,

Having taken note of the report of ECA and that of the working group set up by the ATC to prepare, on the basis of proposals from the States, a draft programme for the celebration of the African Tourism Year,

1. Takes note of the recommendations of the working group of which ECA is a member, and invites it to carry on with its activities to finalize the programmes and ensure its follow-up and implementation;

2. Invites the States to take all the appropriate measure before March 1990 to implement the national sub-regional and continental programmes;

3. Appeals to States members of ECA and WTO to co-ordinate their activities to ensure that the celebration of this event achieves the desired success;

4. Requests the Executive Secretary of ECA to take the necessary action towards the proclamation of 1991 as African Tourism Year by the Summit of Heads of State and Government, and assist in the implementation of the programmes for the celebration of the event.

RESOLUTION N°.CMT/89/3

Intra-African co-operation in tourism

The Conference of African Ministers of Tourism, meeting in Addis Ababa, Ethiopia on 24 and 25 November 1989,

Recalling its resolution on the promotion of tourism, adopted in Kinshasa in November 1987, in which the Conference requested the establishment of African Tourism Fairs and the organization in 1989 of the first Tourism Fair,

Conscious of the need to strengthen intra-African co-operation in tourism in order to harmonize and to make tourism development programmes in Africa more effective,

Aware of the important role assigned to sub-regional integration organizations and Associations of tourism professionals,

Taking note of the steps already taken concerning financing for the organization of ATFs and the participation of member States,

Taking note of resolution 640 (XXIII) adopted by the ECA Conference of Ministers in Niamey in 1988,

1. Requests ECA:

(a) To continue its action towards the organization of the African Tourism Fair;
(b) To take action to diversify the sources of financing;
(c) To take measures to ensure that tourism is integrated into Trade Fairs organized in Africa while waiting for African Tourism Fairs to be established and organized;
(d) To conduct a comparative study of the benefits of specialized tourism fairs and trade fairs with a "tourism" component;
(e) To pursue its action aimed at strengthening co-operation with subregional intergovernmental organizations and professional associations;
(f) To assist the operational sectors in the countries to form sectoral associations, where these do not exist, in order to improve the promotion of the African tourism product;

2. Decides to establish an ad-hoc committee to assist ECA in the organization of ATFs;

3. Approve the terms of reference drawn up for this Committee, the criteria for the selection of countries to host ATFs and the composition of the members of the Committee as proposed by the experts.

RESOLUTION CMT2/89/3

ANNEX A

TERMS OF REFERENCE OF THE

AD-HOC COMMITTEE RESPONSIBLE FOR THE

ORGANIZATION OF AFRICAN TOURISM

FAIRS (ATFs)

AFRICAN TOURISM FAIRS

Terms of reference of the ATFs Committee

The ad-hoc Committee was instituted to assist ECA in the organization of African Tourism Fairs in accordance with resolution CMT2/89/3 of the second meeting of the Conference of African Ministers of Tourism, held in Addis Ababa, Ethiopia on 24 and 25 November 1989.

Its terms of reference are :

1)To formulate the procedures for the organization of ATFs and the various contractual conditions for organizing and hosting the fair.

2)To gather the necessary information for organizing the Fairs.

3)Preselect, for the attention of the Ministers of Tourism, condidates to host the Fair on the basis of the defined criteria.

4)Provide technical assistance, in collaboration with ECA, to the host country responsible for organizing the Fair in order to ensure its success.

5)Negotiate an agreement with the host country relating to facilities provided for the organization of the Fair.

6)Undertake an evaluation of ATFs and propose recommendations for improving their organization and impact, on the basis of the report submitted by ECA.

RESOLUTION CMT2/89/3

ANNEX B

CRITERIA FOR THE SELECTION OF

COUNTRIES TO HOST AFRICAN TOURISM

FAIRS (ATFs)

CRITERIA FOR THE SELECTION OF COUNTRIES TO HOST TOURISM FAIRS

A. General conditions

1. The applicant should be an African State.

2. The application to host a tourism fair should be officially submitted by the host country, at least two years before such a fair takes place.

3. The country submitting an application should ensure that it has the agreement in principle of the donors for organizing the fair and for the participation of member States.

4. The host country should signify its acceptance of the contractual conditions for the organization of African Tourism Fairs, in writing.

5. The application letter should be submitted to the ECA Executive Secretary.

6. The application will be passed on to the ad-hoc Committee responsible for the organization ATFs, which will proceed with the preselection of candidates to be submitted to the Conference of African Ministers of Tourism for its decisions.

7. The Executive Secretary will officially notify the country selected to host the fair and also inform EEC, ACP and other African countries of the decision.

8. The host country should officially invite African governments, public and private operators and international tourism organizations to participate in the fair.

CONDITIONS REQUIRED LOCALLY

9. The following facilities and conditions should be met by host countries :

a) The city in which the fair is to organized should have adequate accomodation capacity which meet international standards for tourist hotels.

b) Ensure the availability of transport facilities to transport exhibitors and visitors from their hotels/residences to the fair grounds.

c) Ensure that exhibition grounds are adequate for a minimum of one hundred exhibitors, with safe, hygienic, well lit and spacious pavilions.

d) Make it possible for participants from other African countries to gain access to the fair grounds.

e) Take special measures to make it easy for exhibitors to bring in and take out their exhibits.

10 The host country should make arrangements for exhibits to be brought into the country and taken out, in conformity with the contractual conditions laid down by the ATFs Committee. The list of exhibits should be sent in advance to the host country.

11 The host country will undertake to guarantee the entry into and departure from the national territory of all participants. On arrival in the host country, entry and exit visas will be issued to participants who had not obtained them previously. The host country will bring this to the notice of partipcants in the invitation letters.

12 Exhibits will be brought to the host country tax free. They cannot be sold without the authorization of the competent authorities.

13 In addition to the staff and technicians who will erect the stands, the host country will also make available to exhibitors all the technical facilities necessary for the smooth running of the fair. These services could be remunerated. The best technicians, of high moral standards should be employed to provide such services. The local authorities of the Fair will issue them with identity papers. The host country will insure the Fair, against fire and other damage, as well as against theft of exhibits and other equipement.

RESOLUTION N°.CMT.2/89.4

Huamn resources development

The Conference of African Ministers of Tourism, meeting in Addis Ababa, Ethiopia, on 24 and 25 November 1989,

Reffering to its resolution adopted in Kinshasa, in November 1987 on hotel management and human resources development,

Congratulates ECA for the sensitization measures already taken to develop human resources and to mobilize all available expertise for the development of the tourism potential of Africa,

Requests ECA :

(a) To pursue, in collaboration with other national, regional or international organization concerned, its activities towards the enhancement and development of human resources by establishing training programmes at all levels and taking concrete measures to make the contribution of the various social classes of the population more effective;

(b) To assist African countries in their professional training activities in the tourism sector;

3. Recommends to member States with training facilities,

(a) To take concrete measures to institute African management training systems in addition to providing comprehensive training at various levels and within the various branches of tourism professions,

(b) To ensure the closest possible collaboration between the tourism training facilites in the various countries;

(c) To facilitate access of national of other African countries to their establishments.

RESOLUTION CMT.2/89/5

Particiaption of women in the development of tourism in Africa

The Conference of African Ministers of Tourism, meeting in Addis Ababa, Ethiopia, on 24 and 25 November 1989,

Considering the major role that African women can play in the development of tourism and Africa's potential in this field,

Conscious of the fact that women often occupy inferior positions in tourism activities in Africa,

Convinced that the training of women will help improve the tourism industry in Africa;

1. Requests the Governments of member States

(a) To review current policies on tourism and revise regulations on the status of women, where necessary, and take the necessary legal measures to ensure a more effective participation of women in tourism in Africa;

(b) To collect data on the contribution of African women to tourism, participation through their activities in the informal sector, for the preparation of a programme for improving the participation of women in the development of tourism. Such a programme will be a major contribution to the information and training of women;

(c) To inform ECA of the results of these reviews as well as the measures taken to implement them at the subregional level.

2. Request ECA to assist the countries, which wish to do so, to reform the informal sector, which is competing actively with the formal sector, and establish adequate training programmes.

RESOLUTION N°.CMT.2/89/6

Contractual relations between hotel owners and Transnational Hotel Management Corporations

The Conference of African Ministers of Tourism, meeting in Addis Ababa, Ethiopia, on 24 and 25 November 1989,

Conscious of the importance of contractual relations between African hotel owners and transnational hotel management corporations,

Recalling the resolution on hotel management passed by the meeting of the Conference of African Ministers of Tourism in Kinshasa, in November 1987,

Noting with satisfaction the report presented by ECA,

Taking into account the difficulties encountered by ECA in preparing a standard contract because of the lack of first hand information collected in member States,

1. Urges member States while waiting for the standard contracts to be prepared,

   (a) To promote the exchange of information on experiences in contractual relations so as to enable ECA to draw up a standard contract in conformity with the resolution of the Kinshasa Conference;
   (b) To pay considerable attention to various sectors of tourism in investment codes;
   (c) To adopt a policy of diversification of partners in the management of hotels by TNCs;
   (d) To make the terms of contracts negotiable at relatively short intervals.

2. Requests ECA, in collaboration with all the experts in this field,

   (a) To conduct studies for hotel owners who have relations with TNCs to enable them to negotiate management and other contracts with the full knowledge of the facts;
   (b) To take measures for African countries to develop their negotiating capacity through training of their management staff;
   (c) To promote intra-African consultation in the area of contractual relations with TNCs;
   (d) To stimulate the development of the capacity of African countries to give direction to the activities of TNCs in the area of management, tourism and hotel industry;
   (e) To organize, in collaboration with the United Nations Centre on Transnational Corporations, high-level workshops on contractual relations between African hotel owners and the Transnational Hotel Management Corporations.

Guide for the Management of Small-and Medium-sized Hotels

The Conference of African Ministers of Tourism meeting in Addis Ababa Ethiopia, on 24 and 25 November 1989,

Conscious of the critical management situation of SME hotels in Africa.

Having noted the similarity of the management probelms faced by SME hotels in all countries,

Having taken note of the information given by ECA on the organization of a seminar on hotel accounting in Africa in 1990,

1. Reaffirms the need for good management of SMEs in order to revamp the tourism sector, particularly the hotel industry;

2. Requests ECA

(a) To revise the main content of the manual in such a way as to highlight the main principles and management tools (including accounting systems applicable in the hotel trade);

(b) To complement and improve the annex to the manual so that it could be of use to non-professionals in the organization of their management;

(c) To distribute the manual to all member States;

(d) Urges African countries to plan orientation seminars on efficient use and correct application of the manual with the assistance of ECA, ILO, IHA, and all other organizations concerned.

TERMS OF REFERENCE OF THE CO-ORDINATING COMMITTEE FOR TOURISM

Terms of reference of the Co-ordinating Committee for intra-African co-operation in tourism

1. Devise ways and means of co-ordinating the tourism activities and programmes of subregional and regional tourism organizations and the exchange of experiences and information and to this end, organize co-ordination meetings at regular intervals.

2. Promote joint ventures for human resources development and for improving management capabilities of African operators, both by establishing new training centres and strengthening existing ones.

3. Establish mechanisms involving both national tourism administrations and private sector enterprises at the national and subregional levels for joint promotion of tourism in Africa.

4. Assist and possibly take into consideration in the programmes of subregional intergovernmental organizations such as CEAO, PTA, ECCAS, etc. the joint ventures established at the subregional level by operators of several countries.

5. Propose measures aimed at strengthening intra-African co-operation in tourism.

VOTE OF THANKS TO THE HOST COUNTRY

The participants in the meeting of the Conference of African Ministers of Tourism, held in Addis Ababa, Ethiopia, on 24 and 25 November 1989.

Considering the efforts deployed by the Government of the People's Democratic Republic of Ethiopia for the development of tourism, a contributory factor to peace and rapprochement among peoples,

Considering the quality of the welcome extended to participants in the meeting of the Conference of African Ministers of Tourism,

Express their profound gratitude and sincere appreciation to the Government and people of Ethiopia for the excellent arrangements and facilities made available to them, which ensured that the meeting was a resounding sucess.

Done in Addis Ababa on 25 November 1989

The Participants